



# Age is Just a Number

Sponsorship Package



ROMA HALL | NEW WESTMINSTER  
SEPTEMBER 28, 2023 | 6PM

The word "GALA" is written in a large, white, serif font. It is positioned over a horizontal band of textured gold paint that spans the width of the page. The gold paint has a rough, brush-stroke-like texture with some darker and lighter areas.

# GALA HIGHLIGHTS

The impact of your investment

## AGE IS JUST A NUMBER 2023

In 2019, the Seniors Services Society of BC rebranded our annual fundraising gala to “Age is Just a Number” to raise money for older adults who need support services. Thanks to the overwhelming community support, we raised nearly \$25,000!

Little did we know how necessary those funds would be? Over the next two years, SSSBC experienced an unprecedented demand for housing and social services for vulnerable, isolated, and low-income seniors. In response, we quickly pivoted our fundraising efforts virtually. After a two-year hiatus from in-person events, we are pleased to host an evening of food, entertainment, and inspiration to raise much-needed funds to support vulnerable older adults in the aftermath of a pandemic.

## CAN WE COUNT ON YOU?

With more than 200 members of the New Westminster community expected to attend, the Seniors Services Society’s “Age is Just a Number” is an excellent opportunity to share your message while supporting a worthwhile cause.

Four cash sponsorship opportunities of varying benefits are available, designed to accommodate your sponsorship budget and provide your organization with real value.

Please, do not hesitate to inquire if you would like a package customized to your organization’s needs. We have many opportunities to feature your organization.

**SSSBC is counting on your support in 2023!**

## SPOTLIGHT ON SENIORS

**Older tenants on low, fixed incomes are struggling to keep their homes because:**

- **Metro Vancouver rents have increased 48% over the past ten years**
- **Loss of social support, inadequate resources, poor mobility, or health limits their options,**
- **Social housing and support haven’t been able to keep up with their needs**



# SPONSORSHIP LEVELS

options for every budget

## PLATINUM SPONSOR \$15,000

- Colour logo on Gala promotional materials and website
- Full-page advertisement in the event program
- Sponsorship acknowledged from the stage, print, and digital display
- Post Gala Podcast feature
- Minimum six mentions on social media
- Recognition in Society's Annual Report, website, and newsletter

## GOLD SPONSOR \$10,000

- Colour logo on Gala promotional materials and website
- Half-page advertisement in the event program
- Sponsorship acknowledged from the stage, print, and digital display
- Post Gala Podcast feature
- Minimum four mentions on social media
- Recognition in Society's Annual Report, website, and newsletter

## SILVER SPONSOR \$5,000

- Colour logo on Gala promotional materials and website
- Sponsorship acknowledged from stage, print, and digital display
- Minimum two mentions on social media
- Recognition in Society's Annual Report, website and newsletter

## BRONZE SPONSOR \$3,000

- Sponsorship acknowledged from stage
- Colour logo on website
- Minimum one mention on social media
- Recognition in Society's Annual Report and newsletter

## CUSTOM SPONSOR \$1,000 - \$3,000

- Examples include Champagne, Entertainment, Flowers, and Music
- Sponsorship acknowledged from the stage
- Colour logo and name on signage
- Minimum one mention on social media
- Recognition in Society's Annual Report, website, and newsletter

For more information, please contact  
Nipa at 604-520-6621 or [nipa@sssbcc.ca](mailto:nipa@sssbcc.ca)

### *Mission*

**TO CONNECT ADULTS  
60+ WITH INDIVIDUAL  
SUPPORTS &  
HOUSING  
NAVIGATION  
SERVICES TO  
ENHANCE THEIR  
LIVES.**

### *Vision*

**A COMMUNITY  
WHERE SENIORS  
LIVE WITH  
DIGNITY IN A  
SAFE,  
COMFORTABLE  
AND HEALTHY  
HOME.**



**OVER 8,000  
SENIORS CALLED  
THE SENIORS  
SERVICES  
SOCIETY OF BC  
ABOUT HOUSING  
IN 2022**



# HIGHLIGHTS

Age is a just a Number 2019

